

**Course:** Beginning German for Business  
**Instructor:** Karin Obermayr, Mag.<sup>a</sup>, Local Vienna Faculty  
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**Contact Hours:** 20  
**Language of Instruction:** German  
**Site:** Vienna, Austria

**Catalogue Description:** This course will enable the student to both develop communication and comprehension strategies in everyday situations as well as provide technical terms of business and marketing. The course will teach the fundamentals of grammar and encourage students to speak about themselves and develop a feeling for usage of situational pattern samples. A general introduction to Austrian life, culture and dialectical expressions is an integral part of the course. The course will also help students to understand content, meaning and special expression of German texts and conversation.

**Course Description:** The goal of the instruction in the German language is to develop oral communication for authentic communicative situations, to get to know everyday life and cultural settings of Vienna, and to improve commercial German. Chief emphasis is placed on speaking and listening in order to enhance a sense of continuous, enjoyable achievement. Reading and writing German as well as reaching a considerable accuracy of grammar demands additional commitment from the student outside of class.

**Instructional Methodology:** The student is provided with the grammar and vocabulary he/she needs to initiate and sustain meaningful conversations. Grammatical structures and vocabulary are introduced as need arises in conversation and group discussions. The student will regularly acquire new words and phrases, which will contribute to a systematic increase of his/her vocabulary. Students are encouraged to study and use new words, expressions, tenses and so on, independently, but also in small groups in class. Different methods, for example "Lernspiele", are offered to promote a quick yet solid mastering of the language. The student is encouraged to take over responsibility for his/her own learning progress. Outdoor activities will help to enable the students to handle situations with native speakers. The language of instruction is German; questions about the language itself can be discussed and reflected in English. A couple of additional lectures will deal with use of language to conduct business affairs, telephone calls, business matters. As well as with diction and business related vocabulary.

**Text:** The students will be provided with handouts and supplementary material. The course is not based on a specific textbook but the students will be given a learners handbook as need arises.

### Bibliography

- Dictionary: *Langenscheidt Wörterbuch „Englisch-Deutsch. Visuelles Wörterbuch. London. Coventgarden 2005.“*
- Handouts: [www.graf-gutfreund.at](http://www.graf-gutfreund.at)  
[www.schubert-verlag.de](http://www.schubert-verlag.de)  
[www.hueber.de](http://www.hueber.de)

- Grammar books:

Monika Reimann "Grundstufen- Grammatik für Deutsch als Fremdsprache" by Hueber.  
em Übungsgrammatik: Deutsch als Fremdsprache für die Mittelstufe. Hueber.

- Handouts

<http://www.schubert-verlag.de/aufgaben/> 8.11.2012

<http://www.graf-gutfreund.at/> 8.11.2012

Regional studies: [http://www.integrationsfonds.at/top\\_services/lehmaterial/](http://www.integrationsfonds.at/top_services/lehmaterial/) 8.11.2012

Gender Manistreaming: <http://www.fit-for-gender.org/> 8.11.2012

[www.hueber.de](http://www.hueber.de)

- Handeln und Sprechen im Deutschunterricht
- Games- linguistic games

### 1<sup>st</sup> week:

Introduction of basic German grammar: Present Tense, conjugation of verbs

Language learning & learning strategies

- language background
- language learning strategies
- personal preferences in learning a language

Topic: *Welcome to Vienna* (regional studies: <http://www.integrationsfonds.at>)

### 2<sup>nd</sup> week:

Grammar: Sentence grammar, word order, negation, adjectives

Topic: Sentence grammar, word order, nouns, conjugation of verbs, preposition "in"

Topic: *To introduce oneself*

### 3<sup>rd</sup> week:

Grammar: the auxiliary verbs and the modal verbs in the Simple present, nouns

Topic: *Shopping (Groceries and food)*

Material: Simple texts of Austrian Writers (Erich Fried, ...)

### 4<sup>th</sup> week:

Grammar: Nominative, Accusative, word formation, time of day, position of the verb in a main clause

Topic: *Sales Conversation*

Material: [www.integrationsfonds.at](http://www.integrationsfonds.at)

### 5<sup>th</sup> week:

Grammar: the auxiliary verbs and the modal verbs in the Simple present, nouns, adjectives, simple dialogues

Topic: *Travelling and tourism*

Material: [www.graf-gutfreund.at](http://www.graf-gutfreund.at)

## 6<sup>th</sup> week:

Grammar: Inseparable verbs, irregular verbs, phrasal verbs, prepositions "am, um, von...bis"

Repetition, **Final test**

Topic: *Working environment*

Material: [www. hueber.de](http://www.hueber.de)

**Participation:** Active participation in the classroom is more than just physical presence. It is absolutely necessary in order to train the four language skills (reading, writing, listening and speaking) and make progress in German. Dialogues, role-plays and games make the course lively, but only if the student is well prepared and willing to overcome shyness in speaking foreign language. The making of mistakes in this context need not seem counter-productive, but a creative learning process helping the student discover new morphological and syntactical structures.

As participation is an integral part in the language acquisition process, there has to be regular attendance. However, absences impede the learning experience and may therefore affect the course grade considerably.

### **Method of Evaluation:**

- Written and oral Exams during the course: 25%
- Final Exam: 25%
- Homework: 10%
- Participation in class: 40%

### **COURSE OUTLINE**

#### Tentative Course Outline

The focus of teaching is in communication, cultural competence and comprehension. Each student will present a short speech in which they introduce themselves shortly, preferences, include hobbies, studies. A view of job prospects should be made. The student should understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. After the 6 weeks they should be able to introduce themselves and can ask and answer questions about personal details such as where they live, people they know etc. In collaboration with Lynn R. Kahle terms of economic will be developed (office, business, and media). The focus of the topics will be based on the range of "Consumer Behaviour" and "International Marketing".

The course outline will be focused and throughout accompanied by exercises of pronunciation, modulation, stressed and unstressed words, accent and intonation of questions and answers.

Introduction of basic German grammar: Present Tense, conjugation of verbs, Sentence grammar, word order, nouns, negation, articles, simple questions, pluralisation, Nominative, Accusative, numerals, technical terms for scripts, printing, press the auxiliary verbs and the modal verbs in the Simple present, nouns, adjectives, word formation, time of day, position of the verb in a main clause simple dialogues, inseparable verbs, irregular verbs, phrasal verbs, prepositions "am, um, von...bis", sentence bracket, Simple Perfect Tense, temporal

units prepositions "vor, seit, für..", Past tense "haben, sein, war, hatte", word formation, Imperative, noun "man", subordinating conjunction, local prepositions "auf, an, bei, hinter..", questions: Wo-Wohin, sentence bracket, possessive-nouns.